

Message Text

UNCLASSIFIED

PAGE 01 WELLIN 04329 01 OF 02 160655Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 ICA-20 /041 W
-----104429 160704Z /11

R 160437Z AUG 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 6080
AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS SECTION 01 OF 02 WELLINGTON 04329

USDOC AND TOKYO FOR USTS
STATE PASS ICA

E.O.11652:N/A
TAGS: ETRD, NZ
SUBJECT: VISIT USA SEMINARS IN NEW ZEALAND, FEBRUARY
22 - MARCH 1, 1979

REF: WELLINGTON 01236

1. SUMMARY. PLANNING HAS BEGUN FOR A SERIES OF SEVEN
VISIT USA SEMINARS IN FOUR CITIES IN NEW ZEALAND DURING
THE PERIOD FEBRUARY 22 - MARCH 1, 1979. IN ADDITION,
THE NEW ZEALAND VISIT USA COMMITTEE HOPES TO NOMINATE
APPROXIMATELY SIX TRAVEL JOURNALISTS TO VISIT THE
SOUTHWEST FOR APPROXIMATELY 10 DAYS IN MARCH AS A
FOLLOW-UP TO THE SEMINARS. IF THAT FAM TOUR PROVES
SUCCESSFUL, A SIMILAR TOUR IN SEPTEMBER/OCTOBER 1979
TO A DIFFERENT REGION OF THE U.S.A. IS ENVISAGED.
END SUMMARY.

2. THE NEW ZEALAND VISIT USA COMMITTEE TOOK ADVANTAGE
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 WELLIN 04329 01 OF 02 160655Z

OF THE VISIT OF TOM QUINN, MARKETING MANAGER OF THE
USTS REGIONAL OFFICE IN TOKYO, TO MEET AUGUST 11 IN
AUCKLAND TO BEGIN PLANNING ACTIVITIES FOR FY 1979.
JOINING THE COMMITTEE FOR THE FIRST TIME WERE REPRESENT-
ATIVES OF BUDGET RENT-A-CAR, AMTRAK, AND QUALITY INNS,
AND IT IS HOPED THAT THE LOCAL TRAVELODGE REPRESENTATIVE
WILL SOON RECEIVE APPROVAL FROM HER U.S. PRINCIPALS TO

TAKE PART, AS WELL.

3. IN VIEW OF THE PRELIMINARY THINKING BEING GIVEN IN AUSTRALIA TO A SERIES OF USTS-INDUSTRY JOINT VISIT USA SEMINARS IN EARLY MARCH, 1979, THE COMMITTEE DECIDED TO HOLD NEW ZEALAND'S SECOND SERIES OF SEMINARS FROM FEBRUARY 22 TO MARCH 1, 1979. BY COORDINATING SEMINAR PROGRAMS IN THE TWO COUNTRIES, IT IS HOPED THAT SEVERAL PARTICIPANTS FROM THE U.S.A. CAN BE RECRUITED. AS THE NEW ZEALAND SEMINARS WILL CONCENTRATE ON PROMOTING TRAVEL TO THE SOUTHWESTERN USA, STATE AND REGIONAL TRAVEL AUTHORITIES AND REGIONAL AIRLINES WILL BE INVITED BY LETTER TO SEND REPRESENTATIVES; AMCONSUL SYDNEY AND USTS/TOKYO WILL BE KEPT FULLY INFORMED ON RECRUITING.

4. IT WAS DECIDED TO EXPERIMENT IN 1979 WITH SEMINARS IN A FOURTH POPULATION CENTER. AS A RESULT, HAMILTON HAS BEEN ADDED TO THE THREE MAIN CENTERS OF AUCKLAND, WELLINGTON AND CHRISTCHURCH. TWO THREE-HOUR SEMINARS WILL BE HELD IN EACH OF THE THREE LARGEST CITIES, AND AN EVENING SEMINAR WILL BE HELD IN HAMILTON FEBRUARY 26. THE FORMAT IN THE 1978 SEMINARS (SEE REFTEL) WILL BE FOLLOWED AGAIN.

5. AS A FOLLOW-UP TO THE 1979 SEMINARS, THE COMMITTEE
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 WELLIN 04329 01 OF 02 160655Z

INTEND TO SELECT APPROXIMATELY SIX NEW ZEALAND TRAVEL JOURNALISTS TO VISIT THE SOUTHWESTERN STATES ON A FAM TOUR IN MARCH, 1979. A PROPOSED 10-DAY ITINERARY INCLUDING LOS ANGELES, ALBUQUERQUE, DALLAS, NEW ORLEANS, THE GRAND CANYON, AND LAS VEGAS, AND INCLUDING TRAVEL BY AMTRAK FROM NEW ORLEANS TO HOUSTON, HAS BEEN DEVELOPED WHICH WOULD INVOLVE SEVERAL OF THE COMMITTEE MEMBER FIRMS AND SOME OTHERS IN SUPPORTING THE GROUP'S PROGRAM. LOCAL AND STATE TOURISM AUTHORITIES IN THESE CENTERS WILL BE CONTACTED WITH REQUESTS FOR THEIR SUPPORT OF THE FAM TOUR GROUP.

6. ASSUMING THAT THIS INITIAL JOURNALISTS TOUR IS A SUCCESS, THE COMMITTEE HOPES TO ORGANIZE SUCH FAM TOURS TWICE YEARLY -- ONCE IN THE SPRING AND ONCE IN THE FALL; EACH GROUP WOULD HAVE A DIFFERENT REGION AS ITS DESTINATION. MOST NEW ZEALANDERS VISITING THE U.S.A. IN THE PAST HAVE GONE NO FURTHER THAN HAWAII OR HAVE BEEN RESTRICTED TO THE LOS ANGELES AREA ON A 48-HOUR STOPOVER EN ROUTE TO OR FROM LONDON. HOWEVER, THIS PATTERN IS DEFINITELY CHANGING NOW ACCORDING TO INDUSTRY EXPERTS AND NEW ZEALAND GOVERNMENT STATISTICS ON THE

DESTINATIONS OF DEPARTING TRAVELLERS, AND THE COMMITTEE IS OF THE OPINION THAT EFFORTS TO PROMOTE AREAS OF THE U.S.A. OTHER THAN HAWAII AND LOS ANGELES ARE NEEDED IN THE COMING MONTHS.

7. AS PLANNING FOR THE 1979 SEMINARS PROCEEDS, A FIRM BUDGET WILL BE PREPARED. HOWEVER, WE ANTICIPATE THAT USTS SUPPORT OF APPROXIMATELY U.S. DOLLARS 2,500, COMBINED WITH CONTRIBUTIONS FROM THE

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 WELLIN 04329 02 OF 02 160658Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 ICA-20 /041 W
-----104463 160704Z /11

R 160437Z AUG 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 6081
AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS SECTION 02 OF 02 WELLINGTON 04329

PARTICIPATING TRAVEL INDUSTRY FIRMS, SHOULD ENABLE THE COMMITTEE TO PRESENT EFFECTIVE SEMINARS TO LARGE AUDIENCES IN THE FOUR CITIES SPECIFIED ABOVE. AN EARLY INDICATION OF THE LIKELIHOOD OF SUCH SUPPORT FROM USTS WOULD BE WELCOME.

8. AS THE TIME FOR THESE SEMINARS DRAWS NEARER, WE WILL BE GRATEFUL AS WELL FOR MATERIAL SUPPORT IN THE FORM OF USTS LITERATURE IN LARGE QUANTITIES, POSTERS, AND DISPLAY CUBES. IF SUFFICIENT QUANTITIES CAN BE MADE AVAILABLE, THE COMMITTEE WOULD LIKE TO DISTRIBUTE POSTERS AND CUBES TO AS MANY AS 150 TRAVEL AGENCY OUTLETS AT THE TIME OF THE SEMINARS; IF ONLY SMALLER QUANTITIES OF THESE MATERIALS CAN BE MADE AVAILABLE, WE WILL DO THE BEST WE CAN WITH THE ITEMS WHICH CAN BE MADE AVAILABLE. AGAIN, AN EARLY INDICATION OF WHAT IS FEASIBLE WOULD BE APPRECIATED.

9. FOR SYDNEY. AS WITH OUR SEMINARS EARLIER THIS YEAR,

PARTICIPATION BY INTERESTED FIRMS REPRESENTED IN
AUSTRALIA WOULD BE WELCOME. WE WILL BE WRITING
DIRECTLY TO SHERATON, BRANIFF, AND CONTINENTAL,
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 WELLIN 04329 02 OF 02 160658Z

BUT WOULD APPRECIATE MENTION OF OUR SEMINARS BEING
MADE TO THE AUSTRALIA VISIT USA COMMITTEE WITH INTERESTED
PARTIES BEING INVITED TO CONTACT JOHN HALL, AMEMBASSY
WELLINGTON DIRECT OR THROUGH YOUR
OFFICE. SELDEN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS, SEMINARS
Control Number: n/a
Copy: SINGLE
Draft Date: 16 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WELLIN04329
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780334-1196
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780856/aaaabutl.tel
Line Count: 184
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ccdf8662-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 WELLINGTON 1236
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1716147
Secure: OPEN
Status: NATIVE
Subject: VISIT USA SEMINARS IN NEW ZEALAND, FEBRUARY 22 - MARCH 1, 1979
TAGS: ETRD, NZ
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ccdf8662-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014